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ABSTRACT

Intended to inform young people about the wealth of career opportunities in the newspaper business, this magazine-style booklet, profusely illustrated with color photographs and graphics, discusses 10 career areas (advertising, art and design, business, circulation, human resources, marketing/promotion, news/editorial, news graphics and photography, operation, and telecommunications), describing the work itself, giving tips on the preparation for such a career, and profiling someone on the job. Further sections discuss opportunities for minorities, women in the newspaper business, how to get started, matching a newspaper job with your interests, and the kind of money earned. The guide concludes with a listing of 34 selected resources. (SR)

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NEWSPAPER

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WHAT'S IN IT FOR ME?

YOUR COMPLETE GUIDE TO NEWSPAPER CAREERS

OME DELIVERY
SST AREA CIRC MGR
APARTMENT CIRC MGR
CIRC PROMOTION & SVC MGR
SINGLE COPY SALES MGR
AREA CIRCULATION MGR
ALMANAC SALES MGR
SUPV/TRAVEL REPS
TRAVELING REP
CIRCULATION ACCT COORD
TRANSPORTATION MGR
CIRCULATION SALES MGR
MGR MAIL CIR/STATS
CUSTOMER SVC SUPV/CIRC
ASST SUPV/CUSTOMER SVC
CUST SERVICE NIGHT SUPV
CUSTOMER SVC LEAD REP
CUSTOMER SERVICE REP
STAFF ASST/CIRCULATION
CIRC TRAINING MGR
SEC TRAVEL CONSULTANTS
SECRETARY/CIRC DIRECTOR
CITY CIRC TYPIST
SEC/CIRC PROMOTION
CITY CIRC DRAW CLERK
ALMANAC SALES ASST
SEC/HM DEL & APT CIRC MGR
MAIL CIRC CLERK TYPIST
SEC/CITY CIRC MGR
CITY CIRCULATION MGR
STATE CIRCULATION MGR
AREA MGR/SINGLE COPY
STAFF ASST/STATE
SEC/SINGLE COPY SALES
CIRCULATION SALES REP
CHIEF MACHINIST
BACK SHOP MECHANIC
SUPV PRESS REPAIR SHOP
SUPV, VIDEO & STAFF ASST
MGR SYSTEMS/OPERATIONS
CIRC DATA CONTROL SUPV
DATA CONTROL CLERK
DATA ENTRY CLERK/CIRC
CIRCULATION MANAGER
SEC/CIRCULATION MGR
MTNTNCE
PRODUCTION DIRECTOR
PRODUCTION MANAGER
ASST PRODUCTION MGR/DAY
ASST PRODUCTION MGR/NIGHT
PRODUCTION MAINT FOREMAN
OFFICE MGR/PRODUCTION
SEC/PRODUCTION OFFICE
PRODUCTION PADDLEMAN PLANT
ASST PHOTO MGR/N PLANT
SUBS
JOURNEYMAN
TRAINEE
COMPOSING ROOM SUPT
DAY FOREMAN/COMPOSING
NIGHT FOREMAN/COMPOSING
AD ROOM FOREMAN
ASST AD ROOM FOREMAN
ASST FOREMAN/PAYCOMP
SR QUALITY CONTROL CLERK
QUALITY CONTROL CLERK
ENGINEERING MANAGER
ASST ENGINEERING MGR
ASST TO ENG MANAGER
PROJECT ENGINEER
PROJECT COORDINATOR
SEC/ENGINEERING
PRINT SHOP FOREMAN
BINDER CLERK
OFFSET PRESSMAN
OFFSET PRESSMAN TRAINEE
PART TIME & TEMPORARY
SEC/EXECUTIVE
SEC/NEWS MANAGEMENT
SEC/MANAGING EDITOR
PART-TIME & TEMPORARY METRO EDITOR
ASST METRO EDITOR
ASST TO METRO ED/PLAN BUREAU CHIEF
ASST SUBURBAN ED/METRO
ASST SUBURBAN ED/COPY
SPECIAL WRITER/METRO
COLUMNIST/METRO DESK
SR REPORTER/METRO DESK
REPORTER/METRO DESK
SECRETARY/RECAP/COMSET
PART-TIME & TEMPORARY NEWS EDITOR
ASST NEWS EDITOR
METRO LAYOUT EDITOR
NATIONAL EDITOR
FOREIGN EDITOR
NATL ED/POLITICAL COVERAGE
ASST NATL ED/POLITICAL COVERAGE
WIRE EDITOR
ASST WIRE EDITOR
ASST NATIONAL EDITOR
UNIVERSAL DESK CHIEF
LAYOUT DESK CHIEF
SR COPY ED/TRANS/UNIVERSAL DESK
LAYOUT EDITOR
ASST UNIVERSAL DESK CHIEF
ASST ED/TRANS/UNIVERSAL DESK
COPY EDITOR/TRANS/UNIVERSAL DESK
COPY CLERK
ASST FOREIGN EDITOR
ASST BUREAU EDITOR
SUNDAY EDITOR
ASST DIRECTOR/NEWS ART
SPORTS EDITOR
ASST SPORTS EDITOR
SUNDAY EDITOR/SPORTS
EDITORIAL ASST/SPORTS
SPORTS COLUMNIST
SPECIAL WRITER/SPORTS
COPY CHIEF/SPORTS
SR COPY ED/SPORTS
COPY EDITOR/SPORTS
SR REPORTER/SPORTS
REPORTER/SPORTS
ASST TO SPORTS ED
SPORTS ASSIST/CLERK
SPECIAL CORRESPONDENT
SR REPORTER
COPY CHIEF
COPY EDITOR
FOOD EDITOR
FOOD WRITER
OFFICE MGR/TODAY
ASSISTANT FOOD EDITOR
EDITOR & WRITER/ARCHIVIST
ASST EDITOR & WRITER/ARCHIVIST
ENTERTAINMENT LEVEL
SR COPY EDITOR/ENTERTAINMENT CRITIC
DRAMA EDITOR
REPORTER/ENTERTAINMENT
SR REPORTER/ARTS & ENTERTAINMENT
EDITORIAL ASST/ENTERTAINMENT
PART-TIME REVIEWER/EDITOR
REAL ESTATE EDITOR
BANKING EDITOR
FINANCIAL EDITOR
COLUMNIST/BUSINESS NEWS
SPECIAL WRITER/BUSINESS
SR COPY EDITOR/BUSINESS
COPY EDITOR/BUSINESS
SR REPORTER/BUSINESS
REPORTER/BUSINESS
COPY CHIEF/BUSINESS
PART-TIME & TEMPORARY BUREAU CHIEF
ASST BUREAU CHIEF/CORRESPONDENT
SR REPORTER
REPORTER
DESIGNER
STAFF ARTIST
PART-TIME & TEMPORARY DIRECTOR
CHIEF PHOTOGRAPHER
ASST CHIEF PHOTOGRAPHER
PICTURE EDITOR
SUNDAY PHOTOGRAPHER
STAFF PHOTOGRAPHER
PHOTOGRAPHER
PHOTO LAB TECHNICIAN
OFFICE MGR/PHOTOGRAPHY
PART-TIME & TEMPORARY EDITOR
ASST EDITOR
EDITOR
DESIGNER
COPY EDITOR
MAGAZINE ART DIRECTOR
SR DESIGNER
STAFF ARTIST
EDITOR, ASST
PART-TIME & TEMPORARY GUIDE EDITOR
REPORTER/GUIDE
EDITORIAL ASST/GUIDE
ASST GUIDE EDITOR
STAFF ASST/GUIDE
DIARIES CRITIC
PART-TIME EDITOR/FOCUS & DISCOVERY
COPY EDITOR/FOCUS
FOCUS LAYOUT EDITOR
REPORTER/FOCUS
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PART-TIME & TEMPORARY COPY EDITOR
TRAVEL EDITOR
TRAVEL WRITER
HEAD TRAVEL MANAGER
ASST TRAVEL MANAGER
COORDINATOR
PART-TIME & TEMPORARY STATE EDITOR
ASST STATE EDITOR
ASST TO STATE DESK
SR REPORTER/STATE DESK
REPORTER/STATE
CHIEF WRITER/ASST DC
SPECIAL WRITER/ASST DC
PART-TIME & TEMPORARY BUREAU CHIEF
FASHION EDITOR
SPECIAL WRITER
SOCIETY EDITOR
REPORTER/SOCIETY
SR WRITER/STYLIST
ADMINISTRATIVE ASST
ALMANAC EDITOR
SR COLUMNIST
EDITORIAL WRITER
EDITORIAL CARTOONIST
ASST EDITOR/ALMANAC
ALMANAC EDITORIAL ASST
STAFF ASST/VIEWPOINTS
ASSOC ED/EDITORIAL PAGE
EDITORIAL WRITER
LETTERS COORDINATOR
EDITORIAL
OPERATIONS
COMPUTER OPERATOR/LEAD
COMPUTER OPERATOR
COMPUTER OPERATOR TRAIN
DISTRIBUTION CLERK
DATA CONTROL SUPV
DATA CONTROL CLERK
DATA CONTROL CLERK/PT
DATA CONTROL CLERK/LEAD
DATA HELP DESK/TYPIST
MICROFILM/CHANGE COORD
DATA ENTRY OPERATOR/LD
DATA ENTRY OPERATOR
SW ANALYST/PROGRAMMER LEAD
SW ANALYST/PROGRAMMER
APPL ANALYST/PROGRAMMER SR
APPL ANALYST/PROGRAMMER LEAD
APPL PROGRAMMING SUPV
PROJECT LIBRARIAN
PC SYSTEMS CONSULTANT
PERSONAL COMPUTING SPEC
DATA ADMINISTRATIVE SUP
PROJECT ADMINISTRATOR
DATA ADMIN COORD
OFFICE AUTOMA ANALYST
STAFF ASST/ADM, DEVEL
WTR/EDIT
MGR OF APPLICATIONS
COMPUTER OPERATIONS
TECHNICAL SERVICES
DATA ADMINISTRATIVE
INFORMATION SYSTEMS
PC SYSTEMS CONSU
STAFF ASSISTANT/A
DAY FOREMAN/DIST
NIGHT FOREMAN/D
ASST FOREMAN/DIS
CLERK TYPIST/DIS
JOURNEYMAN MA
MAIL/EXPEDITE
MAILER TRAINEE
MAIL FOREMAN
NIGHT FOREMA
PURCHASING
PART-TIME &
ASST MGR/P
PURCHASIN
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SEC/PURCH
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NE
NG

If the newspaper industry were advertising to today's college-trained young men and women, that's how the ad might read. Today, each local newspaper is part of a huge network that spans the United States and Canada. There are about 1,765 daily newspapers and more than 8,000 weekly newspapers. When you combine both dailies and weeklies, you'll find that as many as 124 million copies are tossed on doorsteps, tucked under arms and spread out in family rooms across North America nearly every day.

People who are skilled at newspaper work can take their careers wherever they want to live – from Seattle to Sarasota, Quebec to California, or anywhere in between.

Most people know about the newsroom side of newspapers through books, television and movies. But for every writing and editing position at a newspaper, there are many other good opportunities waiting for today's jobseeker. Look inside any newspaper and you'll see artists, photographers, salespersons, advertising specialists, marketers, business managers, accountants, distributors, computer experts, personnel specialists and production coordinators, not to mention support staff such as secretaries, maintenance professionals, drivers and telephone operators.

So whether you like words, numbers, photography, art, sales, working with intricate machinery or meeting the public, think about newspaper work. Bring your own background and unique perspective to this important and thriving industry.

NEWSPAPER
What's In It For Me?
Your Complete Guide to Newspaper Careers

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Our Free Press

**"Congress shall make no law
respecting an establishment of religion,
or prohibiting the free exercise thereof;
or abridging the freedom of speech, or of the press;
or the right of the people peaceably to assemble,
and to petition the government for a
redress of grievances."**

The First Amendment to the Constitution of the United States, just 45 words long, is the basis for most of the individual freedoms Americans enjoy today: freedom of religion, freedom of speech, freedom of the press, freedom of assembly and the right to petition the government.

In two key phrases within those 45 words, the framers of the Constitution established the press as the only business in America that is sheltered from government intervention.

Why did they do this?

The nation's founders wanted to ensure that Americans would enjoy the free flow of ideas; would be free to examine the quality of their institutions and those who serve them; to say freely what they think; to read and write about government; and to publish information and critiques concerning it without hindrance or official interference.

The brilliant stroke of inked quill on paper created an open society, one that places its faith in free speech and in a free press; one that is ready to expose the actions of public officials to the people who, once fully informed, will make their own choices and decisions.

A constitution adopted in 1982 guarantees to Canadians the liberties of an open society with a free and vigorous press. That document, like the United States' charter, puts into writing a heritage that had already been established in Canada since its early days.

"Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

**Thomas Jefferson
– 1787**

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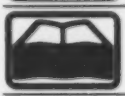
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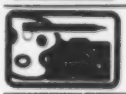
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Advertising

Start each day with a new and different challenge

The message is the media

Each year as many as 100,000 college students enroll in advertising courses. If you're one of them, and you're not considering a job with a newspaper, you might be overlooking a terrific opportunity for an exciting and challenging career.

Advertising specialists – the people who create and place ads – like to motivate and influence people. They love to sell. People who seek advertising jobs say they want to work where creativity is rewarded, where challenge is expected and where their efforts pay off – both financially and in personal satisfaction.

It's the diversity that comes with advertising jobs that is so appealing. One morning you'll be in the office, brainstorming with clients about ad copy and layout to launch a product. That afternoon you'll be out and about -- visiting shops, calling on retailers and selling the services of your newspaper.

You'll be telling your customers that newspaper ads are read by millions of people every day. That newspapers are the number one advertising medium in North America. And that newspapers continually develop new and improved techniques to capture readers' attention. More color. Brighter, clearer printing. Ads with fragrance!

Join a top-notch team

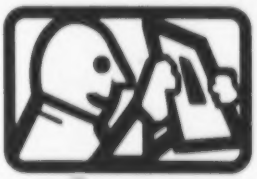
When you join a newspaper's advertising staff you will study your community's buying patterns; develop a feel for marketing; sell; write and create graphics. In fact, your background, creativity, talent and unique personality could help the newspaper and its advertisers reach consumers who had not been reached before. The communications skills you develop will have value in any market. Advertisers' concerns are similar, no matter where you go. They need to move information about their goods and services to potential buyers. And they want to do it in a way that brings results.

Annual advertising revenues total more than $27 billion each year in the newspaper business. And that makes a top-notch advertising team a must for a daily newspaper in any town.

When readers are surveyed to find out why they buy newspapers, the largest percentage say "for the news." But the second highest response is "for the ads." People trust newspaper advertising; by more than three to one over any other medium, they turn to newspapers for facts about goods and services. And not all ads are product oriented. Some promote political candidates or educational opportunities. Others focus on world peace, drug education programs, literacy campaigns and so on.

Ads are important to newspapers because they capture readers' attention. But they are important for other reasons as well. Advertising sales revenue provides the financial base that supports much of the newspaper's operations and plays a key role in making possible the timely flow of ideas that our free society must have.

Today's advanced technology helps



newspaper advertisers create a sophisticated appeal. Color use by newspapers is widespread, and newspaper quality is continually improving through new presses and printing techniques.

Advertisers use strong writing, dramatic graphics, photography and coupons to get their messages across. National advertisers can even transmit their ads by satellite simultaneously to newspapers throughout the country.

At large newspapers, the advertising and marketing departments include market research experts, artists, writers, sales professionals, telemarketing personnel, color specialists and account sales representatives. At smaller newspapers one person may have several responsibilities. To ensure well-rounded on-the-job training, you should start there.

Advertising is one of the most exciting and rewarding careers in North America, and to it are attracted some of the brightest and most creative young professionals in any business today. There is a definite career path that you can take into a management position, either in advertising/marketing or in general newspaper management. So whether you're a creative artist or a technology buff, designer, copy writer or just enjoy selling, a newspaper's advertising department might be the place for you.

There's a bright future in newspaper classified advertising sales, too! Classifieds are no longer just the little ads on the newspaper's back pages. In many newspapers, classified advertising is responsible for from one-third to one-half the newspapers' advertising revenue.

Newspapers' classified ad departments have job opportunities in telephone sales and in outside sales, with opportunities to advance into upper management.

ON THE JOB

Joyce Richardson, Classified Advertising Manager
The Washington Post

"I've been in the newspaper business for 22 years. I started with a temporary job in the research department. I spent six months crunching numbers – and that gave me a head start when I moved into advertising.

"I worked my way through the department as a classified ad clerk, telephone sales person, customer service representative, training supervisor, telephone sales manager and now classified advertising manager. Once I got my foot in the door, and started learning more about the newspaper business, I decided I wanted to stay. There were (and still are) just so many opportunities and so many challenges. Even after all this time, I'm still learning something new every day.

"In classified advertising, you can get a job and make a career of it. You can be a telephone sales person for 30 years, and be darn good at it. Or you can view classified as a good training ground for movement elsewhere in the advertising department. We've got a controller and I don't know how many retail sales executives who started in classified advertising sales.

"The classified ad department is a great place to develop skills and an understanding of the relationship between various newspaper departments. We even have people from other departments come in to do training classes for our staff, just to keep everyone up to date on what's happening in the rest of the newspaper."

Preparing for a career in advertising

- Study English, advertising, business, economics, journalism/communications, psychology, marketing, graphic arts, sociology, selling and people.
- Take advantage of internships and summer jobs that will give you experience in retail sales, layout and design, marketing and market research.
- Develop your writing skills.
- Sell advertising for your campus newspaper or yearbook. Design or lay out pages in other school publications.
- If you are looking for a job in a newspaper's classified department, make sure your telephone, typing and spelling skills are strong.
- Visit your newspaper's advertising department. Talk to people who work in the field whenever you get the chance. They can keep you up to date on job possibilities.

Art and Design

Learn the language of design

Graphics to grab the reader

Words – thousands of them – are used by newspapers to get their messages across. But newspapers use much more than words to reach their readers. Visual communication plays a key role in how readers react to a newspaper. Photographs, illustrations, graphics and design – and the people who have the talent to work with those elements – figure prominently in any newspaper's successes.

Think about that for a minute. What kinds of jobs in the newspaper plant could use art and illustration skills?

Start in the newsroom. There's a graphics department (see page 14), in which artists and designers produce illustrations to enhance an article's message and use photos to capture the drama of an event.

In the marketing, promotion and advertising departments, creative whiz-kids rough out sketches for brochures and final art for advertising.

The circulation department often harvests its own crop of artists, who create visuals to promote newspapers to the public or jobs to the delivery force.

But not all the artwork produced at a newspaper appears in its pages. As is the case for many other businesses, newspaper managers often are asked to create, either with pencil or on a computer, diagrams and shapes to illustrate strategic plans and capital expenditure configurations.

And the best-read visual elements of most newspapers – the comics – are produced by artists whose talents often bring them fame as well as fortune. While comic strips usually are supplied through syndicated services to newspapers across the country and around the world, it is newspapers' mass distribution system that helps give these artists such widespread recognition.

ON THE JOB

Jim Davis
Syndicated Cartoonist
Creator of Garfield and U.S.Acres

"I don't remember when I first started cartooning. I've been doing it all my life – even as a young child I would make drawings and put words with them.

"As a career, I didn't actually pursue cartooning at first. I resigned myself to more sensible things, like studying to teach art and working in an advertising agency. I once visited Tom Ryan (who draws "Tumbleweeds") and out of curiosity asked him how he got started. We talked, I showed him my work, and he offered me a job as his assistant.

"The most memorable day in my life was the day I got syndicated with Garfield. It had been like going to school for nine years, but not knowing when you would graduate. The day they signed the contract, I graduated. I felt I was a success. I got a job I liked, doing something I love to do.

"It's hard for young cartoonists to break into syndication these days. There are fewer newspapers, the comics pages are smaller and the syndicates only take a few new comics a year from the thousands of hopeful cartoonists trying to get syndicated.

"To anyone who'd like to become a cartoonist, I say get a good liberal arts education. It's not important to have just art, or just journalism training – get both. In fact, a journalism career is helpful because it teaches you how to use words – and it lets you support yourself while you're trying to break into syndication. A cartoonist ought to read a lot because words are just as important – some say more important – as the drawing. You ought to learn to draw realistically. Too many people try to go right into the cartoon style; if you can draw anatomy well, though, it lends a natural feel to your characters. It's important to become as good an artist as you can be. And, to have fun with your work. Too many young cartoonists labor over every drawing, every word; if you have fun with your characters, the readers will, too.

"I feel cartooning is an important part of the newspaper. The comics page is the only part in the whole newspaper reserved for good family entertainment. I think of the comics as balancing the often-depressing things going on in the rest of the world. We show people that we should learn to laugh at ourselves, and that life isn't so bad after all."

GARFIELD: © 1978, United Feature Syndicate, Inc.

Business

Grasp the financial hub of the operation

Scorekeeper for the newspaper

A newspaper's business office is the central control point of its operation. Financial moves made by all departments – production, editorial, advertising – are channeled, from all directions, into the business office.

The business office really is the scorekeeper for a newspaper. Much of what goes on there has to do with money. Accountants, auditors and bookkeepers record revenues, bill customers, log expenses, process payments and generate key financial reports. But while much of what takes place in the business office is financial in nature, many of the statistics collected and decisions made there can and do affect the entire newspaper.

Should the newspaper expand its circulation area? What would it take to justify refitting or replacing the printing presses? Can the newspaper afford a foreign news bureau? While other departments have much to say in answering these questions, it is the business office that analyzes the vital facts and figures leading to a final decision. Timely and accurate reports from the business office are essential to a productive and profitable newspaper operation.

And just as the rest of the newspaper uses specialized equipment to get the job done, the business office uses state-of-the-art business equipment. Today's newspaper business offices are equipped with modern computer mainframes, desktop personal computers and a variety of printers and plotters, as well as telecommunications equipment that puts the office "on-line" with banks, suppliers and other corporate business operations.

Newspaper financial managers play a role that is continually changing and expanding. They help develop effective long- and short-range strategic plans, and often are asked to provide financial perspectives on key decisions involving other areas of the newspaper's operation.

The newspaper's business office serves the entire publication. And whether you're the bookkeeper, a payroll clerk, the auditor or the vice president for finance, your financial skills and business sense will ensure the newspaper's continued vitality.

Preparing for a career in the business office

- Study business administration, finance and accounting, in addition to media-related subjects.
- Try to get work experience that allows you to see as much as possible the way businesses really work. If you get the chance, learn budgeting, cost-accounting and planning.
- Be familiar with newspapers and how they are produced. Prospective employers prefer candidates who know more than just the business end of the operation.
- Learn to use personal computers, with some of the more common financial, accounting or spreadsheet programs.

O.J. Daniels
Controller, *The Clarion-Ledger* and *Jackson* (Miss.) *Daily News*

"I've been in the newspaper business for about five years. I came here not so much because of the newspaper business itself, but because of the corporation running the newspapers. I was interested in making a change about the same time as Gannett Co. was entering the Jackson market.

"Its really amazing to see how much control – financially and managerially – you can have over a major operation like we have. There's a basic satisfaction in seeing that operations become more profitable and meet the needs of the community at the same time."

"To prepare for a job like this, you have to pay attention to what's happening around you. Get everything possible from the classroom...don't take shortcuts. Perfect your mathematics skills because analysis is a big part of any job dealing in finances. But don't neglect the basic English courses; there's a great deal of communication involved in this field."

"The most memorable moment for me so far has been the point of my promotion to controller. It was a real shock; there aren't many minority controllers in the deep South, and especially not in operations of our size. To create a situation where you have a minority dealing with the business world on the scale and level that this job demands is a definite change from the way things have been. It was a pretty big step for the publisher to take."

Circulation

Answer the door, opportunity knocks

Make your way to the top of the stack

Getting newspapers off the presses, out of the building, onto the streets and into readers' homes is a sophisticated, coordinated process. That process is managed every day by the newspaper's circulation department.

Most likely, you've seen pictures of folded newspapers zipping through a chute on a conveyer belt. Nice and neat and ready to be read.

But did you ever wonder where the newspapers go from there? Clearly, the conveyer belt doesn't carry the newspapers from the plant to your front door.

In fact, the belt shoots the newspapers through machines that insert, stack and bundle. The bundles are topped with computerized instructions that indicate their destination. Then they are placed onto a loading dock and into delivery trucks. The trucks transport the newspapers everywhere, from the bus station to the local high school. Coming soon to a newsstand near you!

Those trucks also take newspapers to a huge network of carriers, who then deliver them to your doorstep and to all the other doorsteps in your neighborhood.

The carriers and trucks are a vital part of the newspaper process. More than 77 percent of all daily newspapers are home delivered.

But all the headlines in the world are meaningless unless newspapers get to the people who want to read them. Circulation is much more than distribution. It is marketing the newspaper to the reader. It involves selling and promoting a brand new product every day.

Circulation staffers use a variety of marketing techniques to convince people that reading the newspaper can help them make day-to-day decisions in a complex world and that the newspaper is worth the cost.

Today's circulation executives market the newspaper in a sophisticated manner. Researchers pinpoint the needs of the market. They take into account lifestyle and demographic considerations. Company goals and objectives are part of the planning.

Newspaper sales is a never-ending, exciting challenge for those who like to meet people and influence others. Circulation employees may sponsor carrier contests to provide incentives and teach how to sell. They also use a variety of modern techniques: telemarketing with specific target audiences, intricate sampling and follow-up studies, direct mail and reader involvement programs. The goals are usually the same – to get more newspapers to more readers.

To be successful in a newspaper circulation department, you should be flexible – able to work unusual hours, willing to work outside the office and capable of dealing with emergencies. Circulation people usually have high energy levels. They enjoy the freedom to work on their own, to assume responsibility and take risks. In circulation work, you will be able to use your abilities in innovative ways. The jobs are challenging, demanding and packed with opportunity.

ON THE JOB

Diane Council, State District Manager
The Des Moines Register

"This job is a perfect blend of my teaching background and my business background. I'm using training and organizing skills with my carriers and their parents, and my business and sales skills are utilized as well. The parents are an important part of this job. The farthest town in my area is 75 miles away. I can't be there to make sure that the carrier gets up on time, or does the monthly collections. The parents are almost my assistant managers in every town.

"I supervise deliveries in 21 towns. I like it because I run the business myself; there are no weekly meetings to tie me down. Any effort I put into this job, I reap the benefits immediately. It all comes back on me. If I succeed overall, it's totally because I did a good job. Everybody loves independence, but you have burdens with it, also. You have to be self-motivated . . . to be able to push yourself."

Climb the ladder of success as a...

District Manager

As a district manager, the usual entry-level spot in circulation, you will learn all about the newspaper business. You will teach a network of carriers how to sell newspapers and how to collect money; you'll help them learn responsibility – and how to serve your customers well.

Circulation Supervisor

Up the ladder slightly, as circulation supervisor, you'll create promotion and sales strategies designed to hold – and increase – the newspaper's circulation. You also will work with sophisticated computer systems that help discover changing demographic trends; you'll learn to pinpoint nonsubscribers who are ripe for conversion to regular readers.

Circulation Director

At the top of the department sits the circulation director. As a department head who usually works directly for the newspaper's general manager or publisher, the circulation director is part of a management team that, along with other department heads (marketing, advertising, editorial, production, etc.), considers marketing strategies and other long-range plans for the newspaper. The circulation director manages the day-to-day happenings in the department and ensures that nothing, large or small, falls through the cracks.

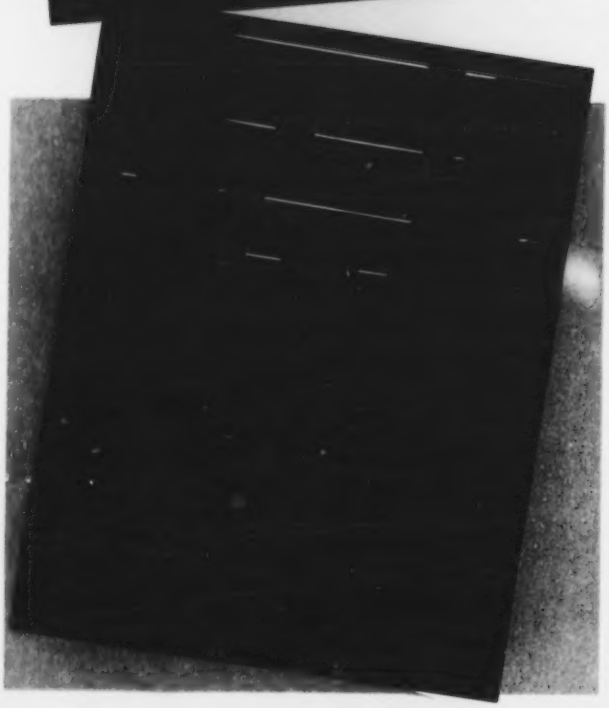
Preparing for a career in circulation

- Learn how to get along well with people. It's not a course offered in most schools, but through part-time jobs and extracurricular activities, you will develop the know-how needed to work as part of a team. Customer service – making sure the subscribers are happy is a big part of all circulation staffers' responsibilities, so people skills are very important for jobs in the circulation department.
- Work with youth organizations. This will help you when it comes to supervising members of your carrier force.
- A college degree isn't absolutely necessary for work in the circulation department, but it sure helps. You will probably want to get one in business, marketing or journalism. If your choice is in one of the first two areas, at least become familiar with newspapering by taking some journalism courses.
- Study math. Polish your writing skills.
- Study computers. They are an integral part of most newspapers' circulation departments.

Human Resources

If you're a 'people' person, this career is for you

Working together as a team



More than 480,000 people were employed in the newspaper business in North America in 1987. While it can reasonably be said that most newspaper positions ask you to work with people, jobs in the human resources department require you to do so.

People who work in a newspaper's human resources department, sometimes called the personnel department, try to find employees who can work together as a team. Their primary responsibility is to help the newspaper attract, train and keep talented employees. Human resources specialists also help the newspaper develop a multicultural staff, one with an ethnic composition that matches society as a whole.

Human resources staffers plan for and administer the company's compensation and benefits program; they develop personnel policies governing such areas as sick leave, vacation, holidays and tuition assistance, employee safety, retirement programs and termination; they offer employee staff development and training; and they provide assistance in changing the nature and design of jobs and departments to improve the newspaper's operating efficiency. The goals of all these tasks merge into one – to help newspaper employees better serve their customers, both readers and advertisers.

There can be many positions in a human resources department. On a large daily newspaper, you probably would find:

Director of human resources, the person responsible for organizing and directing all the activities previously mentioned and working as a member of the newspaper's management team.

Compensation manager, who develops wage, salary and benefits programs for the newspaper with the purpose of attracting and keeping good employees, while also using the company's financial resources wisely.

Benefits administrator, the staffer who works closely with employees to communicate facts about the newspaper's benefits programs (sick leave, retirement plans, health insurance, etc.)

Preparing for a career in human resources

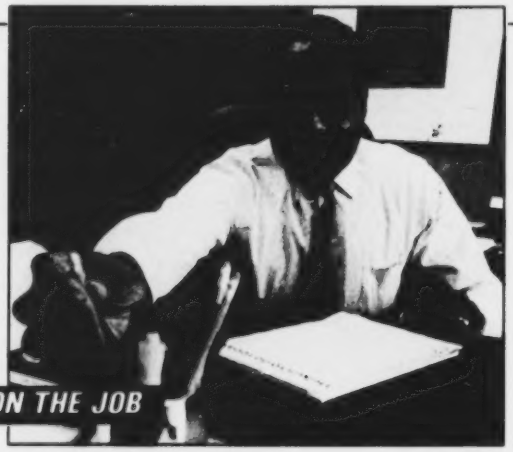
- Obtain (at least) a bachelors degree – perhaps in business administration/management with an emphasis in human resources management.
- Develop strong communications skills: writing, public speaking and listening.
- Take advantage of opportunities for internships in the human resources department in any organization; human resources work elsewhere will help if a newspaper internship is not available.
- Be part of skills development programs, such as teaching swimming or crafts to people your own age or older.

Employment interviewers, who write job advertisements, screen applications, test potential employees and recommend top applicants for further interviewing and selection by supervisors.

Industrial or labor relations managers, who direct or participate in labor contract negotiations when unions are involved. Labor relations managers are responsible for monitoring activities as set forth in the contract; communicating management's responses to grievances; and preparing information for legal actions such as arbitrations.

There is always a demand for clerical and support staff in the human resources department.

Medium and small newspapers may have only one, two or three people in the department, including clerical staff. Human resources department managers at small newspapers have varied responsibilities and must be knowledgeable and experienced in all aspects of human resources management.



Booker Izell
Manager of Human Resources Development
Cox Enterprises Inc., Atlanta

"I worked my way up through circulation and transportation over the past 23 years. My job now is to serve as the liaison between corporate headquarters and Cox's individual properties, and to assist those properties in recruiting and developing minorities and women into management positions.

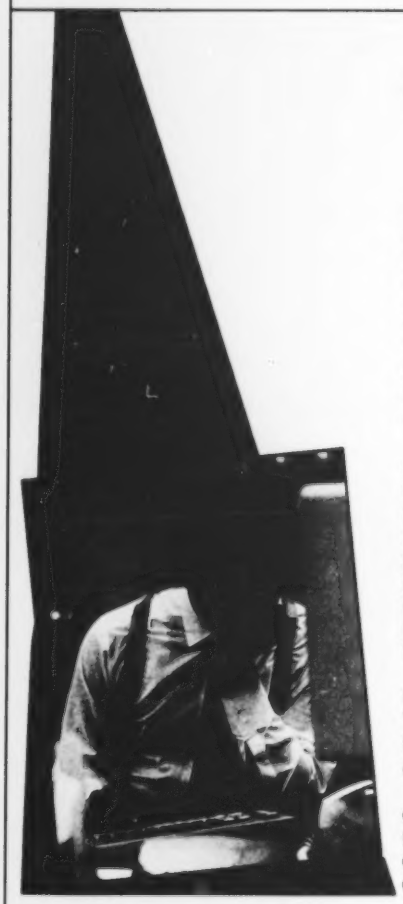
"Naturally, if you're heading into the newsroom, I'd say you should go to a good journalism school. If you aspire to the business side, I'd suggest not only a business degree but additional accounting and communications skills courses.

"When I'm evaluating personnel, I always look at educational level, people's track records in previous positions and how successful they've been in those positions. I also grade very strongly on communications skills; these skills are very important in any managerial position.

"If you're just starting out, I strongly suggest starting on a small newspaper, where you have more opportunity to learn about all facets of the newspaper business. On a smaller paper, you can start in editorial and, if you want, cross over into advertising or circulation. You have to avoid tunnel vision; look at all the areas available to you, not just the place you start in."

Marketing/Promotion

Tap your creative juices...go with the flow



Research brings results

Most modern businesses – newspapers prominently among them – need to know a great deal about the "markets" they serve. For newspapers, this translates into knowing who the readers are, what they want in their newspapers and what it takes to increase their ranks. Those who study a given business market, who try to encourage greater numbers of people to try a product, are specialists in marketing and promotion.

While they work hand in hand with other departments of the newspaper (especially advertising, circulation and editorial), marketing and promotion staffs are not as caught up in the daily crunch of getting out the newspaper. Instead they ask: "Where are we now? Where are we going to be in six months or six years? How can we get there?" And then they find the answers.

Newspapers need a lot of information to be competitive in today's marketplace. They need to know about themselves, their readers, their advertisers and their competition.

Marketing is where that information comes together. Through research, newspaper marketing specialists can discover strengths and weaknesses in the competition – chinks in the armor, so to speak. If the newspaper across town is popular with men from 35-50 years old, you'd find out. Likewise, if your competitor is able to attract advertisers that you were missing, you'd find that out, too.

People who work in newspaper marketing and promotion departments try to identify the needs of the readers in their community and of the advertisers in the community – and fill those needs with their product. They try to secure a greater "market share" for the newspaper by paying close attention to the area's special characteristics: its racial/ethnic makeup, and the life styles and buying habits of its inhabitants.

Market research is a vitally important area of newspaper operations, and more and more newspapers are hiring sophisticated specialists who know how to obtain and analyze data that can be used to increase market share. These people frequently have expertise in the relatively new science of demographics.

The marketing department helps create new sections or supplements for the newspaper. These might include a back-to-school edition, a new science or religion section or a special section when a hometown team wins a tournament.

Suppose, for example, that your com-

Preparing for a career in marketing/promotion

- Study marketing, communications, public relations, advertising and journalism. Consider a minor in business, especially one that concentrates on business/communications/management skills.
- Develop familiarity with computer technology and especially with spreadsheet and database programs. Strong quantitative skills are becoming increasingly important to market researchers' job performance.
- Develop strong basic skills in copy writing and design.
- Look for internships in newspaper marketing and promotion departments, advertising agencies or public relations firms.
- Refine "people" skills; polish public speaking ability.

munity is to get a new medical facility within the next five years. Your marketing department might propose to the newspaper's management – and especially to the editorial and advertising departments – that a new newspaper offering is in order: a biweekly supplement on health and health services. You would be translating the facts of life in your community into a valuable new product for your newspaper, one that would not only serve readers but would draw in advertisers as well.

Marketing is an exciting, exacting side of newspapering, one that demands attention to detail and all the creative thinking you can muster. And it's a side of the business where some of that thinking can produce big results. Just imagine: rooting out a single pocket of untapped subscribers or pinpointing one small, unmet need can yield a gain of hundreds – or even thousands – in sales. Those numbers translate into more revenue to make a bigger, better newspaper.

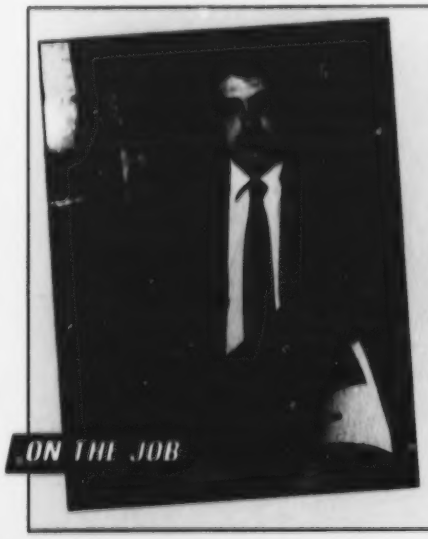
Once market research spots those pockets of unmet needs, a promotion team might step in.

It takes a creative mind, with the ability to present ideas in a way that will appeal to large numbers of readers, to develop promotional strategies.

It takes crisp copy writing, sharp artwork, attractive layouts and a dash of surprise to create a first-class promotional brochure, in-house advertisement, direct mail piece or television commercial.

As a member of a newspaper's marketing and promotion staff, you will probably be involved in a number of public service projects. These might include the Newspaper in Education program, which promotes newspaper use by students in local schools. Or your newspaper might offer performing arts scholarships, sponsor rock concerts to benefit the local literacy drive, or develop a multimedia campaign to promote its new health supplement. Many newspapers work closely with major league ball clubs to produce TV spots against drug abuse. Some raise money for the needy or the homeless. When there is a community disaster – such as a flood or tornado – newspapers are often among the first to pitch in to help restore normal life. Frequently newspapers' efforts focus on good times – marathons, festivals and holidays.

Whatever the project, you'll know that as a member of the marketing/promotion department, you will be helping the newspaper meet the needs and become a part of the community it serves.



Julio Naudin, Marketing Director
El Paso Times/El Paso Herald-Post

"Because of a joint operating agreement, marketing in El Paso means selling both advertising and circulation for two newspapers, both owned by competing companies. We also concentrate on public relations, placing the newspapers in the forefront of the community.

"I deal with a different product every day. The paper we sold yesterday is unlike the paper we sell today. It's exciting . . . the fact that you're the first to know news from around the world. Hopefully, we convey the message to the general public that news is important in their lives.

"I started working here as an errand boy in the advertising department the day after I got out of high school. My major at the University of Texas at El Paso was broadcasting (and, in fact, the newspaper paid my way through college). I figured that I was learning print by working with print, so I'd fill the void in my media education by studying broadcast.

"In hindsight, I think it would have been more helpful if I'd gotten a degree from the school of business. If you're going to work in newspapers outside of the newsroom, 90 percent of what you need to know can be learned on the job. The one thing you need that can't be taught is creativity. The challenges in selling newspapers are unique."

News/Editorial

Draw on your resources for ever-changing demands

The heartbeat of a nation

Newspapers provide the information that makes America tick, and at the heart of each newspaper is the newsroom.

Today's newsrooms are the most sophisticated and technologically advanced information-gathering operations in the world. Computers, lasers and satellites are the keys to the excitement, camaraderie, hustle and tension concentrated on gathering the news.

The newsroom is a place of action and high spirits. News always is breaking in your community and around the world. The newsroom pace must be quick and energetic to stay on top of that news. If you are aggressive, curious, highly competent and like to write, a newspaper journalism career would be a good choice for you.

Reporter

Reporters go to the scene, interview people and sort out a complex array of facts, opinion and information to tell the reading public what really happened, when it happened, who did it, and where, how . . . and why. A reporting job can be either the first rung on the newsroom career ladder or a satisfying life-long career. And reporters who move into other fields – management, politics, law, teaching, public relations – have found their reporting background has provided invaluable preparation for other pursuits.

Being a reporter allows you to write about your special interests – sports, business, the arts, government, education, people. You get to meet all kinds of people – the rich, famous and powerful, as well as ordinary citizens. You will see tragedy, injustice and suffering, along with inspiring personal triumphs. Journalism opens many doors.

Small newspapers provide especially good training for beginning reporters. There you get a wide variety of assignments and the chance to learn all aspects of the newsroom. The first few years of newspaper work are a period of intensive training. It's much like an apprenticeship, where some of the compensation is in learning and skills development. But advancement and better salaries come after a few years. Many young reporters start at smaller newspapers and move on to jobs at larger, big-city newspapers, where their responsibilities often are more specialized and the salaries generally are higher.

Columnist

Columnists express a personal perspective on events. Some write mainly on a particular subject, such as politics or sports, while others write about whatever interests them. Most columnists started out as newspaper reporters, or established themselves as experts in their particular fields. For the exceptionally talented, writing columns is a career that brings fame and sometimes fortune. Some of the best known people in America are newspaper columnists – George Will, James J. Kilpatrick, Erma Bombeck, Carl Rowan, Ellen Goodman, Mary McGrory, Art Buchwald, Ann Landers, Herb Caen, Mike Royko and others.

Preparing for a career in the newsroom

■ Write, write, write. Write for your teachers, for your club or religious group, for your school newspaper and local newspaper, for yourself. Write about anything that interests you – in movie reviews or news stories, as poetry or short stories. And try to get someone to publish your writing.

■ Study English, foreign languages, sociology, economics, political science, history, science and journalism. If you major in journalism, concentrate on the liberal arts; get the broadest possible background. At least three-fourths of your college credits should be earned outside the journalism school curriculum. If you major in a subject other than journalism, take a beginning reporting course.

■ Get a summer internship on a newspaper. (See page 25 for resources you might use in landing an internship.)

■ Work on the campus newspaper. It will help you learn to write and may give you a chance to try your ability to edit and manage.

■ Talk to as many working professionals as you can; while they may not be able to offer you a job right away, they can give you useful guidance.

Editor

If you have the proper combination of education, street-smarts, idealism and leadership; if you can find the hole in any argument and pinpoint the smallest discrepancy in a story; see clearly the clouded part of a complex paragraph; manage budgets; and guide others toward better performance, there is an office with your name on it.

It says "Editor."

There are several different types of editors in a newsroom, at different levels in the editorial operation:

City editor: One of the key newsroom jobs; assigns reporters to cover stories and decides how to "play" local news in the newspaper. It's an intense, fast-paced job only for those who really relish challenge.

Copy editor: Checks stories for good writing, fairness and errors. People who do this work should have a strong knowledge of language and a sharp eye for detail. Some specialize in photo editing or layout. Good copy editors are in demand, and the pay is usually better than average.

Feature editor: Helps develop the stories that delight readers, make them sad or stir their emotions in other ways. Often the feature editor is responsible for the "lifestyle" section of the newspaper. This is a good position if you're curious about people, and want to know the "why" of what happens to them.

Editorial page editor: Expresses the newspaper's opinion. These staffers endorse political candidates or call the community's attention to its strengths and its problems. If you like to debate, enjoy reading and are a crusader, the editorial page may be for you.

Managing editor: Runs the day-to-day operation of the newsroom. The managing editor must have a grasp of all newsroom functions and an ability to guide the direction the news operation takes. Like all management jobs, this one has power and responsibility. If you like working with people and want to make a major mark on a newspaper and its community, this is the job to strive for. You have to be tough and talented to get there, but once you do, it will be worth it.

There are other newsroom jobs on a newspaper: food writer, sports editor, movie reviewer and so on. Keep in mind that those highlighted here tell only part of the story.

ON THE JOB

Charles Overby
Vice President/News and Information
Gannett Co. Inc., Arlington, Va.

"For the last 25 years, I have had fun working. The older I get, the more I understand the importance of linking fun and work. Not many people are fortunate enough to find something they enjoy that they get paid for.

"In my sophomore year in high school in my first journalism class, I knew newspapers were for me. I couldn't believe people actually paid you to do that kind of work. I have continued to have that feeling for more than two decades.

"As a sportswriter, I saw other people paying to go to games. I was paid to go.

"As a political writer I watched people wait in line to go to political events. I was paid to go.

"As a Washington correspondent, I observed people trying to get passes to tour the White House and the Capitol. I was paid to go inside.

"The newspaper profession gives you access. It gives you equality, regardless of age or sex or race. By that I mean that the youngest reporter has standing beyond years or experience because he or she represents a newspaper.

"You can't get that standing or access by working in an automobile plant or a law firm or for a government agency.

"Simply put, newspapers offer you a lifetime of rewarding experiences. It makes work fun and it makes getting up in the morning something to look forward to."

News Graphics and Photography

Ride the new wave of infographics

Surveys show that type and style of clothing are important to a whopping 74 percent of American high school students. Your "look" reflects how you feel about yourself at a given time, and is a signal of how you want others to feel about you.

Newspapers are no different.

Today's newspapers want to be taken seriously, but they don't want to be dull. They want a mainstream look, but they want to look different from each other. They want to look credible, and they want to look exciting.

In the highly competitive media environment, newspapers must attract the eye as well as the mind. The newspaper is a skillfully organized collection of information, packaged for the convenient use of the reader. Its building blocks are sentences and paragraphs, plus photos, headlines, drawings and white space (areas where there is no ink). Newspaper graphics and layout guide the reader to what's important, and help the reader get the most out of time spent with the newspaper.

Today's readers have wider ranges of interests than ever before. They are bombarded by pictures on TV, in video and in special-interest magazines. Most newspapers have tightened their writing and enlivened their appearance – all with the more discriminating reader in mind.

For newspapers, the accent on visuals means employing creative people who'll be able to produce – on demand and on deadline. Newspaper editors look for bright young people who have the ability and training to transform yesterday's pages into today's vibrant and colorful newspapers.

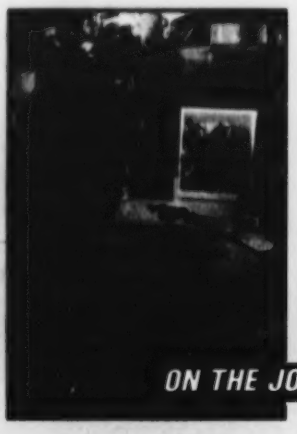
John Sherlock, Graphics Editor
USA TODAY

Wow! I can't believe they pay you to have this much fun! Every day there's a new challenge. A newspaper reports on a variety of events and it takes more than words to fully explain what is going on.

My job is to illustrate the news. My work makes tired, gray pages lively, colorful and packed with information. When a plane went down in Japan, I was on the phone with officers at the scene. When the Titanic expedition announced its findings, I was at the press conference to gather details. One day, I could be drawing a portrait of Reggie Jackson, the next, diagramming the stock market plunge on my computer, and the day after that, a paper sculpture of Pee Wee Herman! Newspapers tend to prefer artists who can do a little bit of everything.

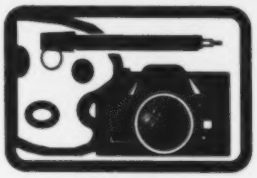
In today's newspaper, most artists stay in one place and let the reporters do the legwork. The photographers get to travel to the sidelines of the Super Bowl or the front row of a rock concert. But newspaper artists still get their share of excitement.

Computer artists are in great demand right now, especially at smaller newspapers. On computers, you can produce maps, charts and illustrations in half the time it takes to draw them by hand. If computer art interests you, go for it!


ON THE JOB

Preparing for a career in news graphics

- Acquire a solid background in liberal arts and a practical base of knowledge in journalism, either through course work or practical experience – or both.
- Hone your skills in art, design and technical rendering courses. Acquire a strong background in the visual arts.
- If possible, practice newspaper graphics and design on your school newspaper.
- Learn about computers and how to use them. Familiarize yourself with some of the well known graphics software packages.
- Take the time to get a firm grasp on the production techniques of printing and publishing a newspaper. Familiarize yourself with newspapers' approaches to graphics and layout.



News artists

A major earthquake strikes Mexico City at 9 a.m., and your job is to tell the whole story in a 10-inch news graphic. Your deadline is in four hours.

A child has been saved after falling down a well shaft. You have the phone with a reporter on the scene in one hand as you sketch out a detailed illustration with the other. You are a news artist.

Newsroom artists handle assignments of all kinds: airbrushing magazine covers, illustrating feature stories, sketching courtroom dramas, using desk-top computers to create maps and charts and perhaps even drawing weekly editorial cartoons.

Newspaper artists are primarily communicators. Where the reporter's raw materials are words and punctuation, graphic artists use color, form, arrangement – and words, too. An increasing amount of the work is done on the computer screen. That means that today's graphics professionals must be as familiar with computer techniques as with artistic uses of form, space and color.

Right now, the most wide-open spot in the newsroom artist's territory is in creating informational graphics. An informational graphic combines a map that not only tells where, but how; a chart that gives the reader not just information, but perspective. Informational graphics explain trends or series of events, using art, headlines, words and numbers. Today, most such illustrations are computer generated.

If you can put pen to paper and come up with innovative images; if you can express your creativity through computer-aided design; if you can work with editors and reporters to tell a story through words and visuals, you might want to specialize in informational graphics.

Page designers

As newspapers recognized the need to present information more clearly and more attractively, a new specialty evolved in the newsroom: page design.

Page designers are responsible for packaging the news. Among the things that they must consider are typography, use of art, photos, maps, informational graphics, style and the treatment of special sections. Often page designers are involved in decisions relating to advertising make-up and positioning, and the play of breaking news stories. Page designers need good artistic sense, as well as solid news judgment.

On smaller newspapers, the designer, the artist, the photographer and editor might be the same person. On larger newspapers, each usually holds a separate position.

One thing is sure: presenting the news needs a fresh eye every day. As a page designer, that eye can be yours.

Photographers

Since 1880, when the New York Daily Graphic carried the first photo reproduced on a printing press, photographers have been at the scene of the action, recording history.

Photographers must be sensitive to the full range of human feelings; they capture images that most readers may never see. How many people can get to the Super Bowl? How many have witnessed firsthand the famine in Ethiopia? How many were there as Ronald Reagan was shot by a would-be assassin?

News photographers make those and thousands of other images come alive. If you are interested in the thrill of events and the pursuit of a single, perfect picture, news photography may be for you.

Operations

Quality control at the forefront of modern technology

Where it all comes together

Are you an electronic fix-it person or one interested in writing software for computer systems? You can find a real home and interesting challenges at a newspaper.

Do you like operating large, complex machinery? Newspaper presswork can be a fascinating choice for you.

Nowhere in the newspaper is technological progress so evident as in its operations – the production process that produces the finished product: your newspaper.

Newspaper employees now use personal computers (PCs) to write their stories and compose their ads. Graphics are drawn on PCs and printed out on laser printers.

Then design artists, often with the advice of staffers from editorial and advertising departments, rush to put together timely, compelling pages by pasting the output from the laser printers onto full-page grid sheets.

When the artists have completed the paste-ups, the pages are sent to the camera room for photographing on full-page size film. Full-page exposed negatives are placed on aluminum offset plates; the images are "burned in." The plates are developed and their edges bent, making them ready for the press.

A few newspapers are so modern that no manual paste-up is performed. Instead, pages are produced electronically on a computer screen. This process is called pagination. Each electronically composed page is sent directly from the computer to the phototypesetter, or in some cases, directly to the final plate, ready to be placed on the press cylinder.

The pressroom is the place where all the previous effort comes together; it is the marriage of plates, ink and newsprint (the paper on which newspapers are printed).

Pressroom personnel don't have to worry much about whether the story on AIDS was written tightly enough; they do worry a lot about getting the newspaper off the press on time – and printed with the highest possible quality and efficiency. That means they are concerned about starting on schedule, registering (lining up) the full color photos properly, and setting the ink to the correct density, so there is a minimum of ink rub-off.

At many newspapers, the boom in the use of color has meant the investment of millions of dollars for new and refurbished presses, cameras and electronic equipment. Sophisticated electronic color scanners now produce high quality news and advertising color. Operators of this electronic color equipment must have excellent color vision, as well as an ability to work with complex machinery.

The packaging distribution area – previously called the mailroom at most newspapers – is another area that has experienced change. Preprinted supplements, also called inserts or special sections, are now a major part of the daily newspaper. These supplements are inserted into the newspaper using innovative materials handling equipment that requires increased operator and maintenance skills, both mechanical and electronic.

If you've got the ambition to learn a time-honored trade, the ability to master the latest in today's high-tech production equipment and the desire to see the results of your work reach thousands of people each day, choose a career in newspaper operations . . . rewarding, hands-on work at its best.

The newspaper business provides steady work, excellent benefit packages, as well as above-average salaries. Usually a person lucky enough to choose newspaper employment will have a good job for a lifetime.

Preparing for a career in newspaper operations

- A college degree is not required for every newspaper production job, although technical training beyond high school in electronics, mechanical engineering, color scanning or computer science will be a big plus. If you choose a university education, study liberal arts, business, printing management, engineering or computer science.
- Use every opportunity to learn about and use different computer systems and computer languages; the better your understanding of new technology, the more avenues open to you.
- Familiarize yourself with the history of printing, as well as with modern printing methods.
- Visit as many newspaper operations and printing companies as you can; talk to production people and watch them in action. Visit while the presses are running.

ON THE JOB

Todd Socia, Assistant Production Manager
***The Times-Picayune*, New Orleans**

"My family's been in the newspaper business all their lives – my father and his father before him were in newspaper production. When you grow up listening to newspaper stories around the dinner table, it's tough not to think of following in their footsteps. It's been very good to my family.

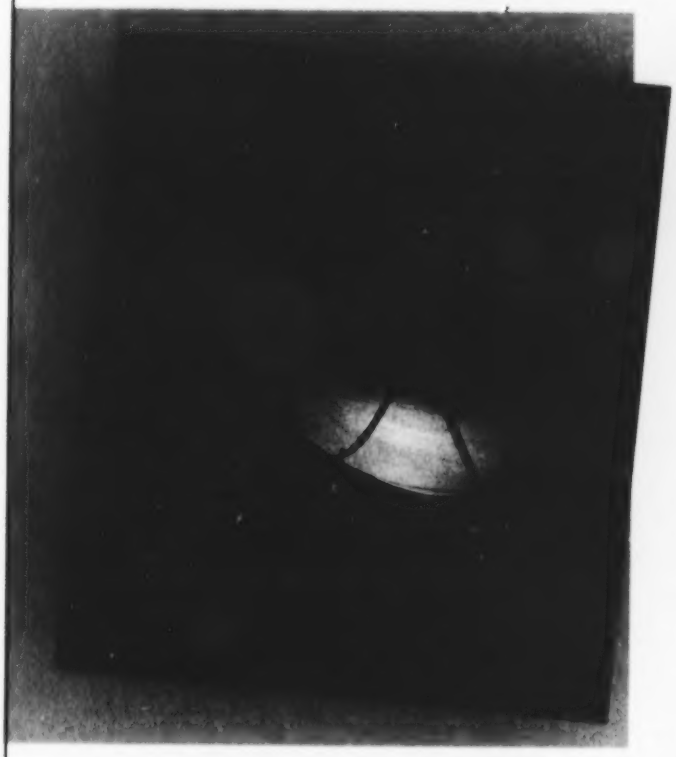
"I enjoy my job; I enjoy coming to work each day. There's always something new, something different. Because the product is different every day, the challenges are different, also.

"To do this job, you've got to enjoy technical things, mechanical things. But I think people skills are extremely important. You can have this tremendous technical background, but if all the knowledge is locked up in your head and you can't get it out – can't convey it to people – it doesn't do you much good."

23

Telecommunications

This career is calling YOU



Be a leader in high-tech communications

Telecommunications is a long word for a simple concept: moving information from place to place.

Every day newspapers provide their readers with breaking news and feature articles, with factual, timely and complete stories, with ads and photos from nearby towns and faraway cities. That they do so efficiently is thanks in large part to telecommunications.

Telecommunications is the newspaper's telephone system. It can be as simple as the two dozen lines coming into a small weekly newspaper, or as complex as the computer that fields calls for 3,000 staffers at a large metropolitan daily.

Telecommunications is two-way radios or pagers in delivery trucks, enabling circulation employees to respond immediately to calls for missed deliveries.

And telecommunications is more. It is the satellite dish on a newspaper's roof that receives copy from Associated Press or other wire services. Moments later, that information can go over cables straight into the newspaper's computers and then appear on individual terminals, presorted for the appropriate users. Feature stories go directly to the features desk, while national news goes straight to the wire editor's terminal.

Telecommunications may be a portable computer terminal, linked to the newspaper's editorial system. Sports writers often type their stories on lap-top keyboards while viewing a game from the press box. Sometimes they dash to their cars and grab their cellular phones to transmit copy back to the office computer, making good use of up-to-date telecommunications systems.

Telecommunications also is dramatically reshaping the work of many newspaper classified advertising departments. Many firms that advertise regularly in classified

Preparing for a career in telecommunications

- Study computer science, business management, basic engineering, ergonomics (how technology affects employees' health in the workplace) and psychology. A course in journalism or advertising will help you understand your "clients'" needs.
- Look for technical internships on medium and large daily newspapers. If none exists, work with your instructors and counselors to create one. The experience is valuable.
- Learn to communicate effectively. Because telecommunications professionals work with staff in every newspaper department, getting along with people, expressing ideas with clarity and power, and thinking fast are necessary skills.

sections are starting to use their own computers to key in their ad copy, and send that copy by telephone lines directly to the newspaper's classified department. The copy goes directly into the newspaper's computer system – perhaps straight into type.

As a telecommunications specialist at your local newspaper, you'll be working in a profession that is changing rapidly. You may first get high-tech telecommunications responsibilities as part of your job in data processing, advertising, administration or customer service, especially if you work at a smaller newspaper. As you assume more telecommunications responsibility, you will be required to develop management, communications and technical skills in order to work with staffers in the newspaper's other departments.

In fact, telecommunications helps every part of the newspaper do its job better. The challenge is to find the right technology for each department and for the people who work there. Strong "people" skills as well as technical skills are essential for those who want to succeed in the field of telecommunications. If you have both, you can be assured that there will be a newspaper telecommunications job for you.

Telecommunications specialists can work with:

- In-house computer systems
- Satellite transmission equipment
- Portable computers
- Software systems
- Two-way radios, pagers and cellular phones
- Telephone systems
- Interactive voice systems

ON THE JOB

Helen Waicunas
Telecommunications Manager
Los Angeles Times

"My telecommunications experience with a newspaper began 15 years ago when I answered an ad in The Hartford Courant. The ad read, 'Experienced telephone operator for temporary six-week assignment.' 'Temporary' soon became permanent. During that time I was promoted to chief operator, telecommunications coordinator and telecommunications manager.

"My duties at the newspaper eventually included overall responsibility for all voice and data communications. I budgeted operations, selected, evaluated, recommended, installed and managed all telephone systems in 40 locations – some with only 10 telephones and some with 1,000.

"But telecommunications is more than just telephones. All of the newspaper's offices need to communicate with each other – by telephone and by computer. My challenge was to connect them so that the ability to communicate from one system to another – to talk or transmit data – was transparent to the users. A reporter needs the ability to dial into the telephone system, link up with the computer system and transmit a story on line as it happens from anywhere in the world. It is necessary to do this in the most cost efficient way.

"The Los Angeles Times, where I work now, has a circulation of more than one million readers. I work on a team with three other telecommunications professionals. On any given day we could be installing a system capable of handling thousands of calls, working in an office with 50 people or showing an editor how to connect six people on one call. Some projects are long-range and will take two or more years to implement.

"Telecommunications in the newspaper industry is a challenging and rewarding career. The technology changes almost daily. I consider myself fortunate to be associated with a corporation (Times Mirror Corp.) that allows me the opportunity to grow in this changing environment."

Opportunities for Minorities

A chief characteristic of North America is change, and among those changes is our evolution into a multicultural, multiracial society. Population projections indicate, for example, that by early in the next century nearly half the students in the nation's public schools will be of Spanish-speaking origins. The black population continues to increase; recently arrived Asians are starting new lives in the United States.

This means change; it means a broader range of needs, expectations and viewpoints in the community.

Newspapers are aware that to offer an accurate picture of the world their staffs must be representative of the communities they serve and of the larger, multicultural American society. There are real career opportunities available to minorities in all parts of the business.

Newspapers want to hire men and women who can deal professionally with their assignments, who can bring pride, sensitivity and commitment to their occupation. And they are involved in national efforts to bring this message of opportunity to minority students.

Some 31 newspaper organizations offer scholarships to minorities, and a variety of internship, special training and recruiting programs are available at newspapers throughout North America. The newspaper industry as a whole has established national programs to acquaint minority individuals with the many opportunities available and to ensure that minority opportunity issues remain a high priority in the future. A videotape that highlights minority opportunities throughout the industry is available through ANPA Foundation. Many newspaper associations have established special committees to address minority concerns. References for additional information are included in this book (pages 25-26), as is information on how to order the videotape.

There are real opportunities in the newspaper business. Check them out.

ON THE JOB

Mark N. Trahant
Correspondent, The Arizona Republic, Phoenix and President, Native American Press Association

In his unconventional route to journalism, this 30-year-old reporter has packed in more than 12 years of newspaper experience – from his founding of the *Shobane News* in Fort Hall, Idaho, in 1976 to covering the federal justice beat for *The Arizona Republic*.

"New reporters have got to learn to write on deadline. There's no way around it. If you've got 20 minutes to write a story, you've got 20 minutes. I wish colleges would do a better job of teaching that."

Trahant honed his skills at the now defunct *Navajo Times Today*, a tribal-owned newspaper he took from a weekly to a daily. "If you start out at a large newspaper, you won't understand the process. I recommend that beginning reporters start at a small newspaper or wire service. That's the best way to learn the craft."

ON THE JOB

Lincoln Millstein
Business Editor, *The Boston Globe*

"I've been at The Globe about four and a half years. Before being named business editor, I was city editor. And before that, I spent 10 years with The Hartford Courant, working up from reporter to copy editor to business editor.

"I got into the newspaper business coincidentally. When I started college in the U.S., I had only been speaking, reading and writing English for about eight years. I started writing sports articles for the University of Connecticut's newspaper to improve my English, and ended up working on the paper full time. In college, we had a bigger editorial staff (80 people) and a bigger circulation than many of the newspapers in Connecticut.

"To be in newspapers, I think you need a pretty well-rounded education. You should read a lot – newspapers, books, especially classics. And you need to write. It's important because it's the major craft in this business. While there are certain people who have a gift – a talent for writing – I also believe that someone who isn't as naturally gifted can be taught to write, and can learn to improve.

"I don't think there's been a day when I haven't wanted to go to work. Every day is different. I guess the thing I love most is that we tell stories every day, and every story is different. I think it takes a very curious person . . . if someone isn't particularly curious about anything, this would not be the right place for him."

Women in the Newspaper Business

Women have been in the majority in journalism education programs for more than a decade. The increase in the percentage of women in the newspaper business appears to be a continuing trend, based on these increased enrollments.

And if jobs for women in the newspaper business are plentiful, then executive jobs must be just on the horizon. In a speech to women in the news business, Katharine Graham, chairman of The Washington Post Co. said, "Women have only been in the workforce in large numbers for about 15 years. We haven't had much time to work our way to the top of the large organizations. But that moment cannot be far away."

Madelyn Jennings
Senior Vice President, Personnel
Gannett Co., Inc., Arlington, Va.

Q. What advice would you give to women just starting out in the newspaper business?
A. "Do the best job you can. Become recognized as someone who makes things happen and gets results. Learn and read and ask all you can about other departments, your local unit, your company, your industry.

The newspaper business offers lots of opportunities to grow. There are spots on the so-called ladder for can-do women."

Robin McKnight
Assistant Research Manager
***The Post Standard*, Syracuse, N.Y.**

"There's a lot of creativity involved in working for a newspaper and being an advertising salesperson. In a way, it's almost like running your own business. Your territory is what you make it. Newspaper work gives me a real chance to prove myself."

Denise Williams Harvey
Team Building Specialist
Chicago Tribune

"In production, at our company, it was basically an all-male workforce. We had to do a lot of proving our technical ability and actually showing what kind of work we could perform with the equipment. And it was very important for us to be competent in what we did and for the men we worked with to be aware that we were competent.

"I'm a Chicagoan and I'm a woman, and I'm black, and I'm here and I enjoy it."

Elaine Ayala
Editorial Writer
***The Arizona Daily Star*, Tucson**

"My first job was at the *Corpus Christi* (Texas) *Caller-Times*, where the editor was commited to integrating the newsroom. There were few Hispanics in the industry at that time. He let me develop there. I'd advise people just starting out to find good mentors. Having a mentor is a way of doing yourself a favor. Someone is behind you. Someone believes in you. Someone has been through it before and can advise you. You need that helping hand."

Nancy Green
Publisher, *Palladium-Item*
Richmond, Indiana

"I think the future of women in the newspaper industry is very bright. To women just starting out, I'd say 'Develop a broad set of interests, read all you can about your particular interest and always look for other areas in which to build your expertise. The newspaper industry has such a wide variety of career opportunities that if you focus on only one, you'll limit yourself.'"

A Business With a Future

The future of newspapers in North America is bright. As with all institutions, a grand old newspaper dies off from time to time. But new newspapers are born every year, and small ones grow into medium-sized ones, and the mid-sized get bigger.

Newspapers are the top advertising medium in the United States and Canada. Their strong advertising base protects them from any need for government support, keeping a free press free. They employ nearly a half a million people and those numbers are growing. Their circulation, too, is growing. Their technological sophistication is truly dazzling.

Consider a job in North America's newspaper business if you want to be part of an institution that is a vital cog in the workings of democracy.

How to Get Started

There are a number of books that can tell you how to write a resume, how to dress for a job interview, how to make contacts with key people, and so on. Your best bet is to ask a school counselor to recommend some good resources.

Clearly, to land a job in the newspaper business, you will need to know the names of newspapers near you. Look in your local library for the special directories that list those newspaper names and the names of their key employees: *Editor & Publisher Yearbook* or the *Gale Directory of Publications* (formerly the *Ayer Directory of Publications).* Regional, state and local press association directories also can supply names, addresses and phone numbers of newspapers near you.

For more information, check the publications and organizations listed in "Selected Resources," pages 25-26.

Here are some job-hunting tips that apply especially to newspaper work:

▶ Consult your friends, teachers and family members – anyone who can give you a lead or steer you in the right direction.

▶ Define your target. Is it circulation, advertising, editorial or something else? Where do you hope to be in three or four years?

▶ Develop an effective letter and resume to introduce yourself, and make sure they are error free. Then follow up with a personal telephone call.

▶ Look for an internship as a first opening.

▶ Begin at a small daily or weekly newspaper. While the pay may be lower, the cost of living is also less and the learning experience may be greater.

▶ Be responsible and flexible. Negotiate.

▶ Persevere.

Good luck! Remember: If you are willing to give your best effort, newspapers will offer you an excellent starting place for a rewarding and satisfying career.

Matching a Newspaper Job With Your Interests

ADVERTISING
Salesperson; Artist; Copy Writer; Account Executive; Retail, Co-Op, Classified or National Sales Manager; Advertising Director; Vice President, Advertising/Marketing

ART AND DESIGN
Artist, Computer Graphics Specialist, Cartoonist, Page Designer, Art Director

BUSINESS
Accountant, Bookkeeper, Auditor, Controller, Business Manager, Director of Finance, Treasurer

CIRCULATION
Driver, District Manager, Circulation Supervisor, Circulation Director

HUMAN RESOURCES
Personnel Specialist, Equal Employment Opportunity Specialist, Employment Interviewer, Trainer, Compensation Manager, Benefits Administrator, Director of Human Resources

INFORMATION SERVICES
Computer Operator, Hardware Maintenance Specialist, Programmer, Systems Analyst, Data Processing Manager, Systems Editor

MANAGEMENT
Advertising Director, Treasurer, Circulation Director, Director of Human Resources, Marketing Director, Production Manager, Editor/Managing Editor, General Manager, Publisher

MARKETING/PROMOTION
Copy Writer, Artist, Community Affairs Manager, Market Research Manager, Marketing Manager, Promotion Director, Creative Services Manager, Educational Services Manager, Public Relations Manager

NEWS/EDITORIAL
Reporter, Columnist, Editor, Sports Writer, Lifestyle Writer, Copy Editor, Feature Editor, City Editor, Editorial Writer, Librarian

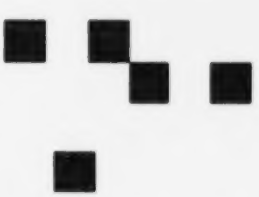
NEWS GRAPHICS AND PHOTOGRAPHY
Artist, Information Graphics Specialist, Computer Graphics Artist, Mapmaker, Photographer, Chief Photographer, Photo Editor, Art Director, Graphics Editor

OFFICE STAFF
Secretary, Administrative Assistant, Telephone Operator, Receptionist, Clerk

OPERATIONS
Camera Operator, Scanner Operator, Press Operator, Quality Control Manager, Safety Coordinator, Production Coordinator, Department Supervisor, Production Manager and Director of Production

SALES
Salesperson, Account Executive, Sales Manager, Marketing Director

TECHNICAL SERVICES
Mechanic, Electronic Maintenance Specialist, Data Processing Specialist, Computer Programmer, Systems Analyst, Telecommunications Specialist, Environmental Specialist, Safety Director



What Kind of Money Do You Earn?

Newspapers operate in virtually every community in North America. Salaries vary according to the living costs in each community, and to a large extent that's a factor of the size and geographical location of the town or city.

...It depends

The salary you earn working for a newspaper depends on several other factors as well. On the circulation size of the newspaper. On your previous work experience. On the position you hold at the newspaper.

Large city newspapers usually offer higher starting salaries than smaller suburban or rural newspapers. People with highly specialized skills – telecommunications managers, for example – earn better than average salaries because their skills are in great demand. Editors generally earn more than reporters; advertising directors earn more than photographers; publishers earn more than editors.

What kind of salary you can earn also depends on the newspaper's management programs. Some newspapers may use bonuses, commissions and incentives to motivate their employees in some departments; others may tie salary increases to how well their employees meet the goals they have set for themselves.

On the whole, people who choose newspaper careers are well compensated. A recent survey by the Los Angeles Times revealed that almost half of the journalists who work for newspapers have incomes over $40,000, while only 18 percent of the general public earns that much.

You *can* take it with you...

While it is useful to consider what you will make when you first start a job, it also is important to think about the growth opportunities the job may offer. The newspaper industry has clear-cut opportunities for advancement in just about every department. Reporters may become editors. District managers may become circulation supervisors. Positions in sales can lead to advertising management. Finance directors may become general managers. And jobs within the newspaper industry are fluid – it is common for people to start at smaller newspapers and work their way up to larger companies, where the pay and responsibilities generally increase.

So what does this tell you about the kind of money you will earn? Simply that the range is very broad. A beginning reporter at a small newspaper will probably earn less than $15,000 a year, while new reporters at larger newspapers may earn $21,000 to $23,000 annually.

And editors, advertising directors, circulation directors and other top managers at very large newspapers have potential earnings well above $100,000.

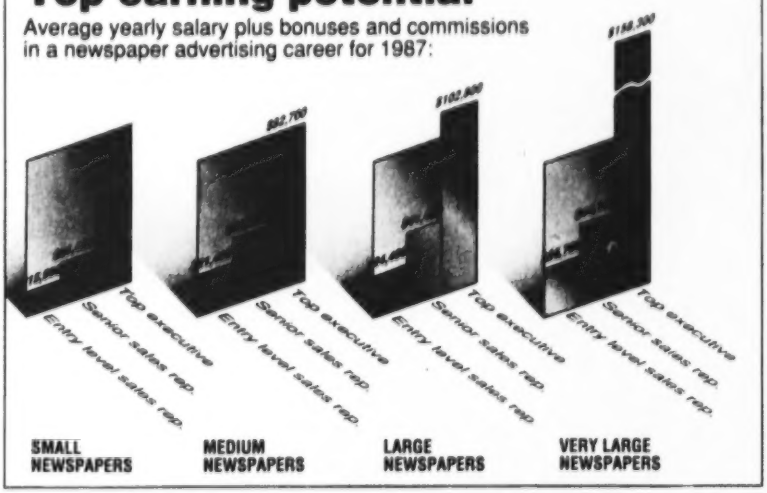
The chart at the bottom of this page, as an example, shows that a wide range of earnings is common in newspaper advertising jobs.

Clearly, no single statistic or set of statistics can show the wide variation in potential earnings in an industry as complex as the newspaper business. But you can be assured that hard work, dedication and talent will pay off – especially in terms of career advancement.

David Mack, publisher of the *Press & Sun-Bulletin*, Binghamton, N.Y., says, "The newspaper business has intangible rewards, the ones you can't see, but you can feel. One reward is the appeal of having a job that's never the same two days in a row, in which you deal with every kind of person you can imagine. Another big one is the good feeling you get from knowing that every day, if you've done your job well, you've helped make the world and your community a better place to live."

Top earning potential

Average yearly salary plus bonuses and commissions in a newspaper advertising career for 1987:



Note: Small newspapers are defined as having total advertising revenues of $25 million and below; medium newspapers: $25-$75 million; large: $75-150 million; very large: $150 million and more.

Source: *Recruitment, Training and Compensation*, produced by the Sales Personnel Task Force of the Future of Advertising Project, a Newspaper Advertising Bureau initiative.

■ Information provided by Towers, Perrin, Forster & Crosby and by the Jean Gaddy Wilson/University of Missouri Media Study

Selected Resources

Best of the Best, Association of Newspaper Classified Advertising Managers, P.O. Box 267, Danville, Ill. 61834-0267. Published annually, this book is a compendium of outstanding examples of newspaper classified advertising. Price: $15.00.

Career Choices for Students of Communications and Journalism, Career Associates, Walker and Company, New York, 1985. Offers career overviews of newspaper publishing, in addition to the fields of advertising, book publishing, magazine publishing, public relations, radio, technical writing and television. Price: $5.95.

Career Directory Series, The Career Press Inc., P.O. Box 34, Hawthorne, N.J. 07507. A series of six directories covering newspapers, advertising, marketing and sales, public relations, magazine publishing and book publishing. The newspaper volume contains in-depth information on job specializations in the industry, plus introductory narratives by prominent spokespersons from several newspaper departments. Included are listings of entry-level jobs and contacts at firms actively seeking applicants. Price: $34.95-hard cover; $26.95-paper bound; plus $3.50 shipping charges for the first copy, $1.00 for each additional copy. Separate volumes on internships in the communications industry are also available. Price: $11.95.

Careers in Communications, Women in Communications Inc., P.O. Box 9561, Austin, Texas 78766. Lists brief overviews of careers in newspapers, advertising, book publishing, magazines, public relations, radio, television, photography and technical writing. Price: Single copy free (prices for bulk copies on request).

Careers in Newspaper Marketing and Promotion, International Newspaper Marketing Association, 11600 Sunrise Valley Dr., Reston, Va. 22091. A brief pamphlet that offers advice on how to land a job in newspaper marketing and promotion departments.

Career Opportunities News, Garrett Park Press, Garrett Park, Md. 20896. Six issues annually. Excerpts from 185 magazines and periodicals on career trends and related information. Special pages on minorities and women's issues. Price: $30.00 per year ($25.00 prepaid).

Career Paths in Newspaper Advertising, International Newspaper Advertising and Marketing Executives Foundation, P.O. Box 17210 Dulles Airport, Washington, D.C. 20041. Recent graduates talk about their aspirations and how they progressed to newspaper management. Price: No charge.

Chronicle Guidance Publications Inc., Aurora St. Extension, P.O. Box 1190, Moravia, N.Y. 13118-1190. Publishes over 550 "occupational briefs" on a wide variety of jobs, including newspaper reporters; printing and publishing industry workers; editors, weekly newspapers; writers, freelance; careers in news photography; and more. Price: $3.00.

Creative Newspaper, produced annually by the Newspaper Advertising Bureau. This collection of ATHENA Award winning newspaper ads available through the International Newspaper Advertising and Marketing Executives Foundation, P.O. Box 17210 Dulles Airport, Washington, D.C. 20041. Single copies for students or teachers: No charge.

Directory of Special Programs for Minority Group Members: Career Information Services, Employment Skills Banks, Financial Aid Sources, 1986, Garrett Park Press, P.O. Box 190F, Garrett Park, Md. 20896. A guide to scholarships, fellowships, loans, job training and retraining, summer employment and internships, occupational information, etc., for black, Hispanic, Asian and Native American job candidates. Price: $25.00 ($22.50 prepaid).

Facts About Newspapers, American Newspaper Publishers Association, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041. Revised annually, this booklet offers statistics about the newspaper business. Price: No charge.

Financial Aid for Minority Students in Journalism and Mass Communications, Garrett Park Press, P.O. Box 190, Garrett Park, Md. 20896, 1987. Lists general scholarships, fellowships and grant programs, special scholarships and financial aid programs. Price: $4.00.

Internship Directory, Southern Newspaper Publishers Association, Information Dept., P.O. Box 28875, Atlanta, Ga. 30328, 1987. Revised annually, this publication reports results of a survey of SNPA members on internships offered, and identifies newspapers that offer internships especially for minorities. Price: No charge.

Journalism and Mass Communication College Search Service, The Dow Jones Newspaper Fund Inc., P.O. Box 300, Princeton, N.J. 08543. High school students complete a questionnaire to obtain a list of colleges offering journalism and mass communications courses and activities that suit their needs and interests. Price: $5.00 per search.

Journalism Career and Scholarship Guide, The Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08543. Published annually, this guide includes information on job opportunities, how and where to prepare for a journalism career and how to obtain scholarships for journalism study. Revised annually. Price: Single copies free; additional copies $2.50 each.

Journalism Career Guide for Minorities, The Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08543. Published in 1987 by American Newspaper Publishers Association Foundation, American Society of Newspaper Editors, Associated Press Managing Editors Association, Society of Professional Journalists, SDX, and The Dow Jones Newspaper Fund Inc. Overview of journalism careers, jobs and salary report, academic preparation for news work, job hunting tips, future of newspapers, lists of scholarships, programs and recruiters. Price: No charge from ANPA Foundation (The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041) or from Dow Jones (P.O. Box 300, Princeton, N.J. 08543).

Journalism – Your Newspaper Career, National Newspaper Foundation, 1627 K Street, N.W., Suite 400, Washington, D.C. 20006-1790. Gives page-long descriptions of several major newspaper careers. Price: No charge.

The Newspaper: Everything You Need To Know To Make It in the Newspaper Business, D. Earl Newsom et al., Prentice-Hall Inc., Englewood Cliffs, N.J. 07632, 1981. A step-by-step guide covering all phases of newspaper operations and administration. Price: $12.95.

presstime, the journal of the American Newspaper Publishers Association, March 1987, "The Changing Face of the Newspaper Workforce," by Clark Newsom. Reports on increases in older workers, minority staffers and women among newspaper employees; identifies accommodations that newspapers will make to meet the changing needs of these employees. Photocopies are available. Write to: *presstime*, ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

presstime, October 1986, "Women in The Newspaper Business," by Jean Gaddy Wilson. Responses by 648 newspapers to a survey on the status of women in the newspaper business. Photocopies available.

presstime, November 1986, "Printing Schools," by Rosalind C. Truitt. A report on the status of printing schools across the U.S. Addresses school specialties and where to find scholarships for some printing schools. Photocopies available.

presstime, November 1987, "Retail Advertising Sales," by Margaret G. Carter. A special report on current trends among newspaper advertising staffs, including increases in numbers of women employed and changes in compensation packages. Photocopies available.

Recruiting and Retaining Newspaper Minority Employees: How To Do It, American Newspaper Publishers Association Foundation, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041, 1986. A manual to help newspaper executives attract greater numbers of minority employees to their various departments. Price: No charge.

Society of Newspaper Design Internship Project, published annually. Lists newspaper internships in the graphics design field. Contact Society of Newspaper Design, Box 17290 Dulles Airport, Washington, D.C. 20041. Price: No charge.

The Student Guide to Mass Media Internships, Volume 1: Print. Published annually, this guide lists information about internships at daily and weekly newspapers and magazine and book publishers, plus training programs offered by mass media organizations to students and recent graduates. Contact Intern Research Group, Department of Journalism, Southwest Texas State University, San Marcos, Texas 78666. Price: $25.00.

Where Shall I Go to College to Study Advertising? Billy I. Ross, ed.,Advertising Education Publications, 3429 55th Street, Lubbock, Texas 79413. A state-by-state listing of colleges and universities that offer advertising education. Price: $2.00 each.

"You've Got a Lot To Offer – We've Got a Lot to Gain," Newspapers' Message to Minority Job Seekers, a 14-minute videotape highlighting a variety of newspaper career opportunities, particularly outside the newsroom. Produced by the Chicago Tribune for the Task Force on Minorities in the Newspaper Business. Available from ANPA Foundation, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041. Price: $20.00.

There are more than 300 journalism/mass communications sequences at institutions of higher learning in the United States; of those, 90 are accredited by the **Accrediting Council on Education in Journalism and Mass Communications.** To obtain a list of accredited schools, contact: Susanne Shaw, executive director, Accrediting Council on Education in Journalism and Mass Communications, University of Kansas, William Allen White School of Journalism, Stauffer-Flint Hall, Lawrence, Kan. 66045; 913/864-3973 or 913/864-4755. Price: 1-10 copies, no charge; 11-100 copies, $.75 each; 101-500 copies, $.60 each; 500+ copies, $.50 each.

There are a number of media-related organizations to contact for additional information and assistance. Below are a selected few:

Asian American Journalists Association
1765 Sutter Street, Room 1000
San Francisco, Calif. 94115
Diane Wong, Executive Director

National Association of Black Journalists
Box 17212
Washington, D.C. 20041
Carl Morris, Executive Director

National Association of Hispanic Journalists
National Press Building, Suite 634
529-14th Street, N.W.
Washington, D.C. 20045
Frank C. Newton, Executive Director

National Black Media Coalition
38 New York Avenue, N.E.
Washington, D.C. 20002
Pluria W. Marshall, Chairman

Native American Press Association
1506 Broadway
Boulder, Colo. 80302
Susan Arkeketa, Acting Executive Director

The Newspaper Center in Reston, Virginia, is the headquarters for the following newspaper organizations. This residency under a common roof provides for a synergistic, sharing relationship, enhancing cooperation within the newspaper industry.

American Newspaper Publishers Association
American Newspaper Publishers Association Credit Bureau Inc.
American Newspaper Publishers Association Foundation
American Association of Sunday and Feature Editors
American Society of Newspaper Editors
International Circulation Managers Association
International Newspaper Advertising and Marketing Executives
International Newspaper Financial Executives
International Newspaper Marketing Association
National Association of Black Journalists
Newspaper Association Managers Inc.
Newspaper Personnel Relations Association
Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
Society of Newspaper Design
Task Force on Minorities in the Newspaper Business
World Press Freedom Committee

NIGHT LIBRARIAN
LIBRARY SPECIALIST/TEXT
STAFF ASST/PHOTO
LIBRARY ASST/PHOTO
LIBRARY SPECIALIST
LIBRARY ASST/GEN ADM
LIBRARY SPECIAL/PHOTO
PAPERHANDLING FOREMAN
ASST FOREMAN/PAPERHDLG
NEWSPRINT WAREHOUSE FOREMAN
PAPERHANDLER
BALER/WAREHOUSE
GEN FOREMAN/PAPERIN PLANT
MAINTENANCE FOREMAN
ASST FOREMAN/MAINT
OPERATOR
ASST FOREMAN—BLDG OPR
ELECTRICIAN
ASST FOREMAN—ELECTRIC
MACHINIST
ASST FOREMAN—MECHANICAL
PARTS STOCK CLERK
SENIOR COPY CONTROLLER
OUTSIDE SALES SUPV/CLASS
OBITUARY CLERK
SALES REP/CLASSIFIED
SR SALES REP/CLASS
SR SALES SUPR—OUTSIDE
PHONE SALES SUPV
SR GROUP SALES SUPV
GROUP SALES SUPV
COPY ACCEPTANCE SUPV
TRAINING SUPV
CUST SERVICE CLERK
PHONE SALES PERSON
CHECKER
NATL PHONE SALES SUPV
NATL PHONE SALESPERSON
CUST SVC MAIL CLERK
ASST SUPV/COPY CONTROL
COPY CONTROLLER
DISPATCH CLERK
FRONT COUNTER SUPV
COUNTER SALES CLERK
ADMIN ASST/CLASSIFIED
STATISTICS CLERK
SECRETARY/CLASSIFIED
CLERK TYPIST/CONTRACTS
RETAIL ADVERTISING DIRECTOR
PART-TIME SEC/CONTRACTS
SECRETARY/RETAIL ADV MGR
RETAIL AD SALES MGR
TELEPHONE RECEPTIONIST
SEC/ADV MGR
AD MGR
ASST MGR/RETAIL AD
CO-OP SALES MGR
CO-OP COORDINATOR
SALES SUPV/RETAIL AD
SR SALES REP/RETAIL
ACCTS PAYABLE LEAD CLERK
CREDIT CONTROL CLERK
PAYROLL COORDINATOR
PAYROLL ASST
SR CREDIT REP/LAS
CREDIT REP/TAS
CREDIT SUPV/TAS
CREDIT SUPV/LAS
BILLING SUPV
ASST BILLING SUPV
BILLING & PRICING CLK
CIRC ACCOUNTING SUPV
ACCOUNTS REC SYS COORD
BILLING VERIF CLERK
CONTRACT COMPLIANCE CLK
PPP CLERK
BILLING SYST/CONTROL CLK
CREDIT MANAGER
SR CIRC ACCTING CLERK
HEAD CASHIER
CUSTOMER
ADVERTISING SERVICES MANAGER
PART-TIME DISPATCH MGR
ADM ASST TO SR VP/AD
DISPATCH COORDINATOR
EXPEDITOR/DISPATCH
DISPATCH CLERK
DISPLAY OPERATIONS MGR
ADVERTISING COORDINATOR
MAKEUP MGR
ADV ASST MAKEUP MGR
AD ART DIRECTOR
ASST DIRECTOR/AD ART
AD ARTIST
PRESENTATION COORD
SR REPORTER/EDITOR
STATISTICAL SUPERVISOR
STATISTICAL CLERK
SEC/ADV ART DIRECTOR
INTERN
SECRETARY/ADV DIRECTOR
MARKETING DIRECTOR
PLANT OPERATIONS MANAGER
PART-TIME ASST MGR/PLANT OPR
STAFF ASST/PLANT OPR
BUILDING SUPT
ASST BUILDING SUPT
FILE ROOM CLERK
LEAD PLANT ATTENDANT
PLANT ATTENDANT
HOUSEKEEPER
ASST BUILDING SUPT/WAREHOUSE
PLANT ATTENDANT/WAREHOUSE
WAREHOUSE TRUCK DRIVER
EXECUTIVE CHAUFFEUR
SECURITY MANAGER
ASST SECURITY MGR
SECURITY SUPERVISOR
SECURITY GUARD
INFORMATION DESK COORD
CAMERA SERVICES FOREMAN
ASST FOREMAN/CAMERA SVC
CLERK/CAMERA SERVICES
COLOR CAMERA TECHNICIAN
CAMERA TECHNICIAN
CAMERA TECH TRAINEE
NIGHT FOREMAN/PLTMKG
ASST FOREMAN/PLTMKG
PLATE TRAINEE
MAINT TECHNICIAN/PLATE
JOURNEYMAN PLATEMAKER
CLEAN-UP/PLATEMAKING
GEN FOREMAN-PLATE/N PLANT
NT FOREMAN-PLATE/N PLANT
TEMP PRESS ROOM
PRESSROOM SUPERINTENDENT
PRESSROOM GEN FOREMAN
PRESSROOM FOREMAN
PRESS SUPERVISOR
PRESS SUPR/CLEAN
PRESS TRAINI
EDITORIAL ASST/SPORTS
SPORTS COLUMNIST
SPECIAL WRITER/SPORTS
COPY CHIEF/SPORTS
SR COPY EDITOR/SPORTS
COPY EDITOR/SPORTS
SR REPORTER/SPORTS
REPORTER/SPORTS
SEC TO EXEC SPORTS ED
SPORTS AGATE CLERK
GENERAL ADVERTISING DIRECTOR
PART-TIME & TEMPORARY ASST MGR
SEC/GENERAL ADV MGR
SALES REP/GENERAL AD
REGIONAL SALES MGR
TRAVEL CONSULTANT
SEC/GENERAL ADV
MERCHANDISING MGR
SUPV/SCHEDULING
SR SALES REP/GENERAL
INTERN
COMPUTER OPERATOR
COMPUTER OPERATOR LEAD
COMPUTER OPERATOR TRAIN
DISTRIBUTION CLERK
DATA CONTROL SUPV
DATA CONTROL CLERK
DATA CONTROL CLERK/LEAD
USERS HELP RECEPTIONIST
RESOURCE/CHANGE COORD
DATA ENTRY OPERATOR/LD
DATA ENTRY OPERATOR
SW ANALYST/PGMR-LEAD
APPL ANALYST/PGMR
APPL ANALYST/PROGRAMMER
APPL ANALYST/PGMR-SR
APPL PROGRAMMING SUPV
PROJECT LIBRARIAN
PC SYSTEMS CONSULTANT
PERSONAL COMPUTING SPV
DATA ADMINISTRATIVE SUP
PROJECT ADMINISTRATO
DATA ADMIN CO
OFFICE
ACCOUNTING SERVICE
GENERAL ACCOUNTING
REVENUE ACCOUNTING
BILLING MGR
FINANCIAL PLANNER
GENERAL ACC
PURCH

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